



Latest Episode



ANNE VS APRIL: WEEKLY POV

Christmas season creep...good for the spirit or taking over?

Anne: I can't believe I was shopping in October and some stores were already playing Christmas music. Lowes and Home Depot already have Christmas decorations on the floor for sale. I am a HUGE Christmas fan, but I am not a huge winter fan. So, I am feeling a bit anxious with fall being rushed through like it is insignificant. I think it is a symptom of a bigger problem where people are struggling to just be where they are. This is the same in business as well. Sure, you should always be thinking and planning for your future, but not at the sake of missing the short-term opportunities that are staring you in the face in the hear-and-now. Take a breath, look around, what could you be taking advantage of right now?

April: Christmas is BY FAR my favorite holiday, with my favorite time of year being Thanksgiving through to New Year's. But with that said, the specialness of the season gets eroded when it comes too soon. Very specifically, seeing things in store or promotions before Halloween takes away some of the enchantment of the season and starts to feel more like a "money grab". We are such a society of "instant gratification" that we seldom take the time to truly look forward to things to come. Christmas in October causes some resentful feelings in me of things that we are rushing through to get to the next thing vs. celebrating the joy in all things!



cmannphoto/GettyImages/iStockphoto

BUILDING SAVVIER MARKETERS

TIP OF THE WEEK

One of the hardest parts of being a manager is having touch conversations. Nobody likes them, which is why so many avoid them. But in order to excel as a manager you need to do them. Which means you need to prepare by drafting a message track with key points that need to be communicated. Be kind but firm in the communication. And avoid the urge to make it about you. My favorite is "this really hurt me too." I am guessing not as much as the person you are talking to. For



ABOUT US

Thank you for welcoming us into your inbox! Our desire is to bring value to your week with quick reads, inspiring insight and tips to add to your toolbox.

We are an unlikely pair, but that is what makes us the best choice for you. With over 40+ years of combined experience from both the Marketing and Branding tracks, we have seen just about every situation business can throw at you...

[More About Us](#)

more on this, check out Marketing Smarts
episode: **4 Tenants of Tough
Conversations.**

GET IN TOUCH



Forthright People, LLC **Contact Us**

Forthright People | PO Box 43174, Maderia, OH 45243

[Unsubscribe laura@forthright-people.com](mailto:laura@forthright-people.com)

[Update Profile](#) | [Constant Contact Data Notice](#)

Sent by laura@forthright-people.com in collaboration
with



Try email marketing for free today!